Business Graphics index

of 1967's editorial features, cross indexed for your convenience, is presented on the following pages. You can use this index as a quick reference to the material published within this year.

Binding and Finishing

"Creating Folding Layouts," by Eugene Bulinski, Feb. '67, p. 23. "Technical Information on Bleed, Signature, Creep and Covers," by Eugene Bulinski, May '67, p. 27. "The Post Office Dilemma," by Kay Conlon, May 67, p. 31. "H.R. 7977 (postal legislation)," by Kay Conlon, Jun. '67, p. 27. "How Important Is Your Mailroom?," by Arch Macready, Jul. '67, p. 16.

Camera & Platemaking

"Plan Your Platemaking Operation to Meet Your Specific Requirements," by George Wismar, Apr. '67,

"Popular Press Layouts," by Eugene Bulinski, Apr. '67, p. 25.

"Buy the Camera/Platemaker Which is Best for Your Job," by George Wismar, Jun. '67, p. 17.

"A New Dry Process Platemaker-

Planning Your Darkroom," by George Wismar, May '67, p. 37.
"Tools and Techniques of Stripping," by Eugène Bulinski, June '67, p. 23.

"Drawing a Stripping Layout," by Eugene Bulinski, Jul. '67, p. 23. "Shopping for the Camera," by George Wismar, Jul. '67, P. 27.

"Reproduce Photographs without a Screen," Aug. '67, p. 20.

"Drawing the Layout," by Eugene

Bulinski, Aug. '67, p. 21.

"Camera Compactness with Horizontal Camera Quality," by George Wismar, Aug. '67, p. 28.

"How to Combine Darkroom Design with a Horizontal Camera," by George Wismar, Sept. '67, p. 22.

"Steps of Stripping a Job," by Eugene Bulinski, Sep. '67, p. 29.

"Hints for Use of the Robertson 432 Vertical Camera," by George Wismar, Oct. '67, p. 39.

"Changes in Production Require Reevaluation of Your Darkroom, George Wismar, Dec. '67, p. 32.

"Use Your Experience to Improve Department Efficienciency," by George Wismar, Nov. '67, p. 48.

"Step & Repeat," by Eugene Bulinski, Dec. '67. p. 21.

"Meet Your Manufacturer," Leonard Florsheim of Robertson Photo-Mechanix, Dec. '67, p. 34.

Conventions

"This is the Year Microfilm Moves to Miami!," Mar '67, p. 17. "Microfilm Moves to Miami!," Apr. '67, p. 21.

"North Central VCC Convenes in Twin Cities-June 8-10," May '67, p.

"Your Convention Schedule—Key to Keeping Up to Date," Aug. '67, P. 18. "AMA Seminars for Visual Communications," Aug. '67, p. 43.

"User's View is Theme of Cold-Type Meeting," Sept. '67, p. 26.

"SPA Convention Features Educational Program," Sep. '67, p. 55.
"The IPMA Conference," Oct. '67,

p. 40.

"The BEMA Show," Oct. '67, p. 28. "The VCC Convention," Oct. '67, p. 22.

"The BEMA Show," by Lloyd D. Watson, Jr., Nov. '67 p. 10.

"Cold Type on Parade," by Christina Gardner, Nov. '67, p. 15. "The VCC," Dec. '67, p. 9.

Copy Preparation

"Direct Image Quality," Jan. '67, p.

"Balance of Elements," by Eugene Bulinski, Jan. '67, p. 31.

"Are Layout and Makeup Departments Important?," by Raymond Wuorio, Jan. '67, p. 57.

"Implementing Control with Style and Format," by Raymond Wuorio, Feb. '67, p. 41.

"Outside and Inside Form," by Eugene Bulinski, Mar. '67, p. 31.

"The Mechanics of Makeup—Part One," by Raymond Wuorio, Mar. '67, p. 50.

"Final Makeup-Part Two," by Raymond Wuorio, Apr. '67, p. 16.

"Composition for Catalogs, Parts Lists and Directories," James, Apr. '67, p. 37. by Irving

"Automated Source Documents," by Carlton Dukes, May '67, p. 10.

"Are You Using the "Best" Pasteup Methods," by Raymond Wuorio, May '67, p. 32.

"Form Design for Automated Source Documents," by Carlton W. Dukes, Jun. '67, p. 36.

"Programmed Paperwork," by Carlton Dukes, Jul. '67 p. 29.

"Organizing Your Company's Organization Chart," by Carlton Dukes, Aug. '67, p. 25.

"User's View Is Theme of Cold Type Meeting," Sep. '67, p. 26.

'Use the Computer to Lay Out Bar Charts," by Carlton Dukes, Sept. '67, p. 38.

"Procedure for Pin Register," by Eugene Bulinski, Oct. '67, p. 33.

"Eliminate Errors by Checking Copy Before Typesetting," by Christina Before Typesetting," Gardner, Oct. '67, p. 32.

"How to Make Proof Copies of Direct-Impression Typeset," by Christina Gardner, Nov. '67, p. 35.

"Preventative Maintenance Chart," Nov. '67, p. 16.

"The Role of Vision within the World of Communications," by Carlton Dukes, Dec. '67, p. 28.

"Analyze the Job—Eliminate High Costs and Confusion," by Christina Gardner, Dec. '67, p. 26.

Education & Training

"Direct Image Quality," Jan. '67, p.

Business Graphics index

of 1967's editorial features, cross indexed for your convenience, is presented on the following pages. You can use this index as a quick reference to the material published within this year.

Binding and Finishing

"Creating Folding Layouts," by Eugene Bulinski, Feb. '67, p. 23. "Technical Information on Bleed, Signature, Creep and Covers," by Eugene Bulinski, May '67, p. 27. "The Post Office Dilemma," by Kay Conlon, May 67, p. 31. "H.R. 7977 (postal legislation)," by Kay Conlon, Jun. '67, p. 27. "How Important Is Your Mailroom?," by Arch Macready, Jul. '67, p. 16.

Camera & Platemaking

"Plan Your Platemaking Operation to Meet Your Specific Requirements," by George Wismar, Apr. '67,

"Popular Press Layouts," by Eugene Bulinski, Apr. '67, p. 25.

"Buy the Camera/Platemaker Which is Best for Your Job," by George Wismar, Jun. '67, p. 17.

"A New Dry Process Platemaker-

Planning Your Darkroom," by George Wismar, May '67, p. 37.
"Tools and Techniques of Stripping," by Eugène Bulinski, June '67, p. 23.

"Drawing a Stripping Layout," by Eugene Bulinski, Jul. '67, p. 23. "Shopping for the Camera," by George Wismar, Jul. '67, P. 27.

"Reproduce Photographs without a Screen," Aug. '67, p. 20.

"Drawing the Layout," by Eugene

Bulinski, Aug. '67, p. 21.

"Camera Compactness with Horizontal Camera Quality," by George Wismar, Aug. '67, p. 28.

"How to Combine Darkroom Design with a Horizontal Camera," by George Wismar, Sept. '67, p. 22.

"Steps of Stripping a Job," by Eugene Bulinski, Sep. '67, p. 29.

"Hints for Use of the Robertson 432 Vertical Camera," by George Wismar, Oct. '67, p. 39.

"Changes in Production Require Reevaluation of Your Darkroom, George Wismar, Dec. '67, p. 32.

"Use Your Experience to Improve Department Efficienciency," by George Wismar, Nov. '67, p. 48.

"Step & Repeat," by Eugene Bulinski, Dec. '67. p. 21.

"Meet Your Manufacturer," Leonard Florsheim of Robertson Photo-Mechanix, Dec. '67, p. 34.

Conventions

"This is the Year Microfilm Moves to Miami!," Mar '67, p. 17. "Microfilm Moves to Miami!," Apr. '67, p. 21.

"North Central VCC Convenes in Twin Cities-June 8-10," May '67, p.

"Your Convention Schedule—Key to Keeping Up to Date," Aug. '67, P. 18. "AMA Seminars for Visual Communications," Aug. '67, p. 43.

"User's View is Theme of Cold-Type Meeting," Sept. '67, p. 26.

"SPA Convention Features Educational Program," Sep. '67, p. 55.
"The IPMA Conference," Oct. '67,

p. 40.

"The BEMA Show," Oct. '67, p. 28. "The VCC Convention," Oct. '67, p. 22.

"The BEMA Show," by Lloyd D. Watson, Jr., Nov. '67 p. 10.

"Cold Type on Parade," by Christina Gardner, Nov. '67, p. 15. "The VCC," Dec. '67, p. 9.

Copy Preparation

"Direct Image Quality," Jan. '67, p.

"Balance of Elements," by Eugene Bulinski, Jan. '67, p. 31.

"Are Layout and Makeup Departments Important?," by Raymond Wuorio, Jan. '67, p. 57.

"Implementing Control with Style and Format," by Raymond Wuorio, Feb. '67, p. 41.

"Outside and Inside Form," by Eugene Bulinski, Mar. '67, p. 31.

"The Mechanics of Makeup—Part One," by Raymond Wuorio, Mar. '67, p. 50.

"Final Makeup-Part Two," by Raymond Wuorio, Apr. '67, p. 16.

"Composition for Catalogs, Parts Lists and Directories," James, Apr. '67, p. 37. by Irving

"Automated Source Documents," by Carlton Dukes, May '67, p. 10.

"Are You Using the "Best" Pasteup Methods," by Raymond Wuorio, May '67, p. 32.

"Form Design for Automated Source Documents," by Carlton W. Dukes, Jun. '67, p. 36.

"Programmed Paperwork," by Carlton Dukes, Jul. '67 p. 29.

"Organizing Your Company's Organization Chart," by Carlton Dukes, Aug. '67, p. 25.

"User's View Is Theme of Cold Type Meeting," Sep. '67, p. 26.

'Use the Computer to Lay Out Bar Charts," by Carlton Dukes, Sept. '67, p. 38.

"Procedure for Pin Register," by Eugene Bulinski, Oct. '67, p. 33.

"Eliminate Errors by Checking Copy Before Typesetting," by Christina Before Typesetting," Gardner, Oct. '67, p. 32.

"How to Make Proof Copies of Direct-Impression Typeset," by Christina Gardner, Nov. '67, p. 35.

"Preventative Maintenance Chart," Nov. '67, p. 16.

"The Role of Vision within the World of Communications," by Carlton Dukes, Dec. '67, p. 28.

"Analyze the Job—Eliminate High Costs and Confusion," by Christina Gardner, Dec. '67, p. 26.

Education & Training

"Direct Image Quality," Jan. '67, p.

1967 EDITORIAL INCEX

"Balance of Elements," by Eugene Bulinski, Jan. '67, p. 31. "Creating Folding Layouts," Eugene Bulinski, Feb. '67, p. 23. "Outside and Inside Form," by Eugene Bulinski, Mar. '67, p. 31. "Popular Press Layouts," by Eugene Bulinski, Apr. '67, p. 25. "Manpower for Graphics in Business—Part One," May '67, p. 12.
"Technical Information on Bleed, Signature, Creep and Covers," by Eugene Bulinski, May '67, p. 27. "Manpower for Graphics in Business -Part Two," Jun. '67, p. 10. ping," by Eugene Bulinski, Jun. '67, p. 23. "Manpower for Graphics in Business
—Part Three," Jul. '67, p. 12. "Drawing a Stripping Layout," by Eugene Bulinski, Jul. '67, p. 23. "Manpower for Graphics in Business—Part Four," Aug. '67, p. 10. "Drawing the Layout," by Eugene Bulinski, Aug. '67, p. 21. "Steps of Stripping a Job," by Eugene Bulinski, Sep. '67, p. 29. "Procedure for Pin Register," by Eugene Bulinski, Oct. '67, p. 33. "Stripping of Butting Halftones," by Eugene Bulinski, Nov. '67, p. 31. "Step and Repeat," by Eugene Bul-inski, Dec. '67, p. 21.

Management

"Cost Control Is Vital to the Printing Department Manager," b Watson, Jr., Jan. '67, p. 10. by Lloyd D.

"Today's Business Has an Insatiable Appetite for Printed Communications," Jan. '67, p. 6.

"The Information Explosion!," Jan. '67, p. 14.

"Why Are We Considering the Establishment of Our Printing Department," by William Mains, Jan. '67, ment," p. 26.

"Are Layout and Makeup Departments Important?," by Raymond Wuorio, Jan. '67, p. 57.

"Eliminate the Hazards and Eliminate the Accidents," Jan. '67, p. 62. "Keeping United's Skies Friendly," Feb. '67, p. 8.

"Managing the Pressroom" by Irving James, Feb. '67, p. 5. "Micromilling," by Edward W. Hoy, Feb. '67, p. 15.

"Developing Data for Your Cost Control Program," by Lloyd D. Watson,, Jr., Feb. '67, p. 27.

"Job Control through Better Layout," by Paul Bird, Feb. '67, p. 38. "Integrated Visual Systems," Mar. '67, p. 6.

"Completing the Survey and Reporting to Management," by Irving James, Mar. '67, p. 10.

"Your Supplier's Responsibilities," by E. W. Boehm, Jr., Mar. '67, p. 12. "Planning Visual Systems," by Carlton Dukes, Mar. '67, p. 37.

"Graphics at the "Big Bank with the Little Bank Inside," Apr. '67,

"Final Makeup—Part Two," by Raymond Wuorio, Apr. '67, p. 16.

"Purchased Size Determines Cost,"

by Alan Hoare, Apr. '67, p. 31.
"Sell Cost Control!," by Lloyd D.
Watson, Jr. Apr. '67, p. 33.

"Composition for Catalogs, Parts Lists and Directories," by Irving James, Apr. '67, p. 37.

"Helping People Communicate," May '67, p. 6.

"Manpower for Graphics-Part One," May '67, p. 12.

"More Printing for Fewer Dollars," by Paul Bird, May '67, p. 18.

"The Post Office Dilemma," by Kay Conlon, May '67, p. 31.

"Origins of the Printing Department," by Irving James, May '67,

"Insurance is Printing, People and Paper," June '67, p. 6.

"Manpower for Graphics in Business -Part Two," June '67, p. 10.

"Why We Print and Duplicate at Norton Company," June '67, p. 20.

"H.R. 7977 (postal legislation)," by Kay Conlon, June '67, p. 27.

"The Department Manager," by Irving James, June '67, p. 32

"Remember Fringe Benefits when Totaling Labor Costs," by Lloyd Watson, Jr., June '67, p. 45.

"The Dynamics of Paper," July '67, p. 8.

"Where are the Hazards in a Private Printing Department," July '67, p. 11. "Manpower for Graphics—Part Three," July '67, p. 12.

"Reporting to Management," by Irving James, July '67, p. 15.

"Checkpoints for Your Cost Control System," by Lloyd D. Watson, Jr., July '67, p. 22.

"Graphics at Maytag," Aug. '67, p.6. "Manpower for Graphics in Business —Part Four," Aug. '67, p. 10.

"Printing Production: Necessary Forms and Procedures," by Irving James, Aug. '67, p. 14.

"Your Convention Schedule-Key to Keeping Up to Date," Aug. '67, p. 18. "Organizing Your Company's Organization Chart," by Carlton Dukes, Aug. '67, p. 25.

"How to Calculate Budgeted Hourly Costs in Your Shop," by Lloyd D. Watson, Jr., Aug. '67, p. 42.

"AMA Seminars for Visual Communications," Aug. '67, p. 43.

"IBM & Graphics," Sep. '67, p. 6. "Why Are Printing Departments Using Larger Presses?," Sep. '67, p. 10. "The Planned Move," by Paul Julin, Sep. '67, p. 15.

"Using Systems in Reproduction Solves Requisition Problem," by Irving James, Sep. '67, p. 33.

"SPA Convention Features Educational Program," Sep. '67, p. 55.

"The Use of Budgeted Hourly Costs to Evaluate Your Department, Lloyd D. Watson, Jr., Sep. '67, p. 57. "Communications in the Retail Industry," Oct. '67, p. 6.

"Control Copying Costs and Usage," Oct. '67, p. 10.

"Managing the Printing Department," by Irving James, Oct. '67, p. 42

"Meet Your Manufacturer," with Murray Friedel, Visual Graphics Corp., Oct. '67, p. 20.

"Why's and How's of Printing Department Charge-Back Systems," by Lloyd Watson, Jr., Oct. '67, p. 37. "Understand Communication and Make It Work for You," by Carlton Dukes, Oct. '67, p. 47.

"The Value of the Total Concept," Nov. '67, p. 6.

index

"Meet Your Manufacturer," with Henry Weisman, nuArc Company, Nov. '67, p. 19.

"Control Copying Costs and Usage," Nov. '67, P. 21.

"Charge-Back Systems: The Time and Materials Method," by Lloyd Watson, Jr., Nov. '67, p. 30.

"Communications-The Sender-Receiver Relationship," by Carlton Dukes, Nov. '67, p. 42.

"The Annual Report to Corporate Management," by Irving James, Nov.

"There's More Than Meets the Eye," interview with Rene Aerts, president of Agfa-Gevaert, Dec. '67, p. 6.

"Service and Maintenance—A Must in the Printing Department," by Irving James, Dec. '67, p. 20.

"Meet Your Manufacturer," Leonard Florsheim of Robertson Photo-Mechanix, Dec. '67, p. 34.

"How to Establish a Price List for Charge-Back Systems," by Lloyd D. Watson, Jr., Dec. '67, p. 25.

"The Year In Review and Forecast," Dec. '67, p. 15.

"The VCC, Dec. '67, p. 9.

Microfilm

"Microprinting Fills the Bill," by Bernard M. Fry, Jan. '67, p. 21. "Integrated Visual Systems," Mar.

'67, p. 6.

"Eastern Airlines Says-Think Small," by James Markely, Mar. '67,

"The Missing (Data) Link," by Carlton Dukes, Apr. '67, p. 22.

"Improve Communications Now! . . . No Investment Required!," by Gary Davis, May '67, p. 14.

"The Raytheon Story," by J. H. Chisholm, Sept. '67, p. 19.

"Techniques for Producing Cartridge Microfilm Systems," by James Markley, Sep. '67, p. 36.

"Work-Assignment-Card Microfilm System," by James Markley, Oct. '67, p. 24.

"Work-Assignment-Card Microfilm System-Part 2," by James Markley, Nov. '67, p. 38.

"How to Compare Cartridge Micro-film with Microfiche," by James M. Markley, Dec. '67, p. 31.

Paper

"Get the Facts . . . Before the Paper," by Alan Hoare, Jan. '67, p. 43.

"How Many Different Papers Should You Stock?," by Alan Hoare, Mar. '67, p. 40.

'Purchased Size Determines Cost," by Alan Hoare, Apr. '67, p. 31.

"Producing Snap-Out Forms," by Alan Hoare, May '67, p. 21.

"Buying Paper in Rolls Can Save You Money," by Alan Hoare, Jun. '67, p.

"The Dynamics of Paper," Jul. '67, p.

"General Purpose Bond—A Versatile Sheet," by Alan Hoare, Jul. '67, p. 37. "Upgrading Your Paper Forms for Improved Quality," by Alan Hoare, Aug. '67, p. 17.

"Hints for the Selection and Use of Gummed Papers," by Alan Hoare, Sep. '67, p. 27.

"Pressure-Sensitive Labels Offer Convenience and Versatility," by Alan Hoare, Oct. '67, p. 44.

"The Selection of Paper for Computer Processing," by Alan Hoare, Nov. '67, p. 26.

"Suggestions to Help Solve Your Pa-per Problems," by Alan Hoare, Dec. '67, p. 18.

Photocopy

"Control Copying Costs and Usage," Oct. '67, p. 10.

"The Printing Department Manager and Copy Control," by Irving James, Oct. '67, p. 42.

"How to Make Proof Copies of Direct-Impression Typeset," by Christina Gardner, Nov. '67, p. 35.

"Control Copying Costs and Usage," Nov. '67, p. 21.

Pressroom

"Why Are We Considering the Establishment of Our Printing Depart-ment?," by William Mains, Jan. '67, p. 26.

"Value of Controlled Humidity," by C. R. Daugherty, Jan. '67, p. 29.

"Screen and Halftone Problems on Presses," by Paul Julin, Jan. '67, p.

"A Million a Month!." by Russell O' Laughlin, Jan. '67, p. 38.

"Managing the Printing Department," by Irving James, Feb. '67, p. 5. Depart-"How to Humidify Your Printing Operation," by C. R. Daugherty, Feb. '67, p. 12.

"Close Coordination between Job Planning and Production Pays Off," by Paul Julin, Feb. '67, p. 22.

"Completing the Survey and Report-ing to Management," by Irving James, Mar. '67, p. 10.

"Water Control is Important on Presses," by Paul Julin, Mar. '67, p.

"Survey Shows Printers Use Wrong Press Lubricants," Mar. '67, p. 35. "Letterpress and Offset in the Printing Department," Mar. '67, p. 42.

"Plan the Job with the Pressroom in Mind," by Paul Julin, Apr. '67, p. 35. "Fast Fixes for Fouled-Up Feeders,"

by Paul Julin, May '67, p. 24. "Blankets Are a Very Important Part of the Press," by J. C. Strongbow,

Jun. '67, p. 30. "Reporting to Management," by Irving James, Jul. '67, p. 15.

"Ink and Its Importance," by J. C. Strongbow, Jul. '67, p. 39.

"Printing Production: Necessary Forms and Procedures," by Irving James, Aug. '67, p. 14.

"Factors Affecting Ink and Impression on the Press," by J. C. Strongbow, Aug. '67, p. 19.

"Why Are Printing Departments Using Larger Presses?," Sep. '67, p. 10. "Factors Affecting Ink and Impression on the Press—Part Two," by J. C. Strongbow, Sep. '67, p. 35. "Offset Moves Data," by Frank Hop-

finger, Milgram Food Stores, Oct. '67,

p. 17.
"There is a Wide Selection of Dampener Roller Covers," by J. C. Strongbow, Oct. '67, p. 30.

"Nonmetallic Offset Plates Have Many and Varied Uses," by J. C. Strongbow, Nov. '67, p. 40.

"Preventive Maintenance Chart," Nov. '67, p. 16.

"The Importance of Proper Press Lubrication," by J. C. Strongbow, Dec. '67, p. 17.

"Service and Maintenance—A Must in the Printing Department," by Irving James, Dec. '67, p. 20.

